Called Bob, March 15,1954

Told him we had sent report in Dec. or Jan. He will check

C. P. C

COLLEGE RADIO

CORPORATION

14 West 45th Street

March 9th, 1954

Miss Janet White, Manager Radio Station WCSR Smith College Northampton, Massachusetts

Dear Janet

We have not yet received from your station a notarized report of results of the December (or later) Lucky Strike survey of student smoking preferences and listening habits.

This survey report is urgently required <u>immediately</u>. We have been given a deadline of March 15th with the sponsor, and ask your cooperation in doing everything possible to help us meet it.

A report form is enclosed. If you submitted your various tally sheets to us for compilation, the report form is already filled in with the proper figures. If the form enclosed is blank, we assume you are doing your own tallying and will enter the proper figures.

Please process this survey report at once: make any necessary entries, sign the form, have it notarized, and rush it back to our New York Office by air mail. If you have any questions of any sort about this form or any entries we have made on it for you, please telephone us collect. Fast action is the keynote!

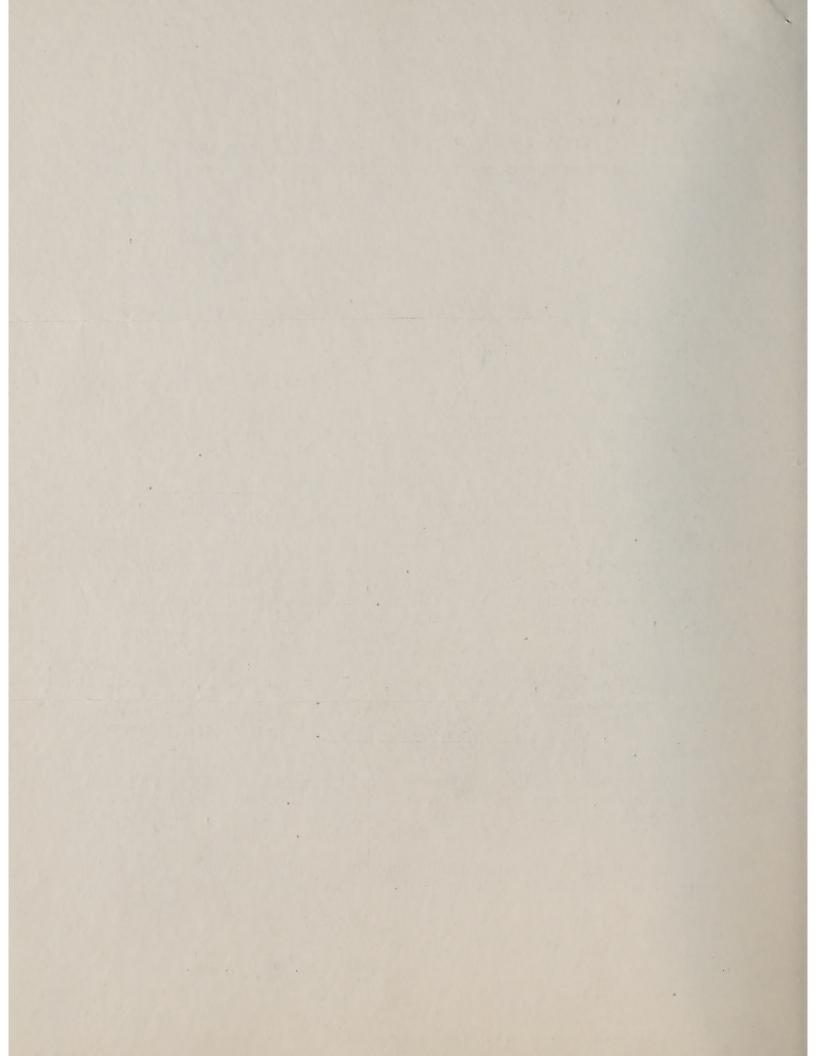
If for any reason you have not yet performed the survey on your campus, please have it done this week. Cut down on the sample size (but not below 75) to expedite matters, and get your report in the mail no later than the 13th.

Our thanks to you in advance for the full cooperation we're sure you'll give in this matter.

Sincerely yours

Robert R. Vance, Jr. COLLEGE RADIO CORPORATION

Enc.



1953 Luckies Fall Survey Report	t From the	Smith	Campus
Number of Students Interviewed		(/x of zerroldnert)
Date Interviews Performed	Per familia de Principa de Se e variant qua such diaphago seuros.	, 1953.	
Question 1 - What cigarette do	you smoke?		
Number of preferences	expressed:		
	Chesterfield Chesterfield Camel Cavalier Fatima Kent Kool L & M Lucky Strike Pall Mall Herbert Tare Philip Morri Old Gold (re Old Gold (ki Parliament Raleigh Regent Viceroy Non-smoker	yton s (regular) s (king size) gular)	
Question 2 - How often do you l show on(stat		Lucky Strike N	ews or Sports
The effective film this cost shallow reconstruction dues	Frequently (a)	
Sensor of the states of the same of the sa	Seldom (b)		
	Never (c)		
Question 3 - How often do you l on(station)		Lucky Strike M	usic program
	Frequently (d)	
AMPLICATION OF THE PROPERTY AND AMPLICATION OF THE	Seldom (e)		
	Never (f)		
Question 4 - How would you rate as compared with o	the Lucky St	rike shows on	(station)
Miller Specimen was been reported and appropriate trans-	Better (x)		
	As Good (y)		

Poorer (z)

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	Date Intervious seriorced
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Correspondent Strike Inche program	Cupy of matte well w E cottoned
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(4.) 301200	

Question 5 - What cigarette did you smoke last year:

Cigarette smoked las	t year:
	Chesterfield (regular) Chesterfield (king size) Camel Cavalier Fatima Kent Kool L & M Lucky Strike Pall Mall Herbert Tareyton Philip Morris (regular) Philip Morris (king size) Old Gold (regular) Old Gold (king size) Parliament Raleigh Regent Viceroy Non-smoker
	I certify that to the best of my know- ledge and belief the foregoing is an accurate report of answers received from students during a random survey conduct- ed on our campus.
Sworn to and subsrcibed be- fore me this day of, 1953, in	Signed
	(Title)
Notary Public	(Station) (Campus)

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